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Requestor's Name: Hani Kazim Serial Number: 08/901 692
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- * In a Marketing System / Consumer / Merchant
- Prior approval
- access personal information
- require approval to access
- Seeking approval prior to access information
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* Enclosed is a copy of the Abstract & claims.

Thank you!

Hani Kazim

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01087429 ORDER NO: AAD89-23198

A MODEL FOR IMPROVING CONSUMER ACCEPTANCE OF TELEMARKETING

Author: WYMAN, JOHN

Degree: D.P.S.

Year: 1989

Corporate Source/Institution: PACE UNIVERSITY (0483)

CHAIRMAN: JOHN S. HEALEY

Source: VOLUME 50/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2987. 146 PAGES

The objective of this study is to gain more information about consumers' receptivity to proactive telemarketing and to test the hypothesis that a descriptive model can properly separate and classify consumers into segments of acceptance or non-acceptance of a proactive telemarketing call based on demographics, importance of the attributes of the call, and telemarketing experience.

A telemarketing effectiveness model was developed and tested using a discriminant analysis. It was found that seven of the independent variables were significant in properly classifying the respondents into acceptance or non-acceptance groups. The four demographic variables were level of education, total family income, age and gender. The two calling attributes that were important were the company calling had a good reputation and the consumer had an interest in the product or service offered. The telemarketing experience variable involved the consumer accepting the telephone as an acceptable way of obtaining information or purchasing products or services. The model successfully classified 64% of the non-acceptor group and 70% of the acceptors. The model was then tested, and in this case properly classified, 73% of the non-acceptors and 69% of the acceptors.

The telemarketing effectiveness model can be very useful in developing successful telemarketing programs. A potential user of this model can utilize or manage all seven of the variables within the model. The result of applying this model will benefit both the businesses and consumers by better understanding the consumers' needs and better targeting of telemarketing programs. (Abstract shortened with permission of author.)

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S6	287	S1 AND S2 AND S3
S7	1973	S1 AND S2
S8	2366	S1 AND S3
S9	32	S1(S)S2(S)S4
S10	15	S1(S)S2(S)S3
S11	25	S1(N5)S2
S12	47	S1(N5)S3
S13	19	RD S9 (unique items)
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S2	483	(DEALER? OR MERCHANT? OR SELLER? OR BUSINESSMAN? OR RETAILER? OR WHOLESALE? OR COMPANY? OR BUSINESS?) (N5) ((RETRIEV? - OR PURCHAS? OR BUY? OR ACCESS? OR LOOK?()AT OR EXAMINE? OR LOOK()OVER? OR OBSERV?) (N4) (DATA OR INFORMATION?))
S3	319	(PURCHAS? OR BUYING) (N2) (INFORMATION? OR DATA OR NEED? OR REQUIREMENT?)
S4	22152	INTERNET? OR WORLD()WIDE()WEB OR MARKET?(N2)SYSTEM? OR MARKET?(N2)DATABASE?
S5	2	S1 AND S2 AND S4
S6	0	S1 AND S2 AND S3
S7	2	S1 AND S2
S8	0	S1 AND S3
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S3	498	(PURCHAS? OR BUYING) (N2) (INFORMATION? OR DATA OR NEED? OR REQUIREMENT?)
S4	3722	INTERNET? OR WORLD()WIDE()WEB OR MARKET?(N2)SYSTEM? OR MARKET?(N2)DATABASE?
S5	9	S1 AND S2 AND S4
S6	4	S1 AND S2 AND S3
S7	14	S1 AND S2
S8	24	S1 AND S3
S9	0	S1(S)S2
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S2	149	(DEALER? OR MERCHANT? OR SELLER? OR BUSINESSMAN? OR RETAIL-ER? OR WHOLESALER? OR COMPANY? OR BUSINESS?) (N5) ((RETRIEV? - OR PURCHAS? OR BUY? OR ACCESS? OR LOOK?())AT OR EXAMINE? OR LO-OK()OVER? OR OBSERV?) (N4) (DATA OR INFORMATION?))
S3	1035	(PURCHAS? OR BUYING) (N2) (INFORMATION? OR DATA OR NEED? OR REQUIREMENT?)
S4	6928	INTERNET? OR WORLD()WIDE()WEB OR MARKET?(N2)SYSTEM? OR MAR-KET?(N2)DATABASE?
S5	0	S1 AND S2 AND S4
S6	1	S1 AND S2 AND S3
S7	1	S1 AND S2
S8	3	S1 AND S3
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